

A pragmatics analysis of imperative forms and functions in Netflix cooking program *Nadiya Bakes First Season* (2021)

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ABSTRACT

This research aims to identify the forms and functions of imperative utterances produced by Nadiya Hussain in the Netflix cooking show, Nadiya Bakes First Season. The data of this research are imperative utterances produced by Nadiya while delivering her recipes. The descriptive qualitative method and the technique of purposive sampling are applied to answer the research questions. The results show that based on the imperative form, base form of verb highly appeared in the show because it has the simplest form and is usually explicit enough to prevent misunderstanding about the cooking instructions. Besides, verb ellipsis has no occurrence due to the help of visualization of Nadiya while delivering the instructions. Based on the imperative functions, command function dominates in this show due to the effectiveness of the function which is directly expressed from utterances produced by Nadiya. Group IV: disinterest advice and group II: wish-type uses have the least occurrence because these functions do not have the expectation of the realization of imperative from the hearer, while the cooking show aims to get the viewers follow the instructions.

Keywords: Imperative, Pragmatics, Cooking Show, Nadiya Bakes First Season

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Introduction

A successful communication can only be reached if both the speaker and the listeners understand each other. When a speaker says something, he or she actually performs an activity, commonly referred as a speech act. It means a speaker does something via the utterance. In doing so, a speaker always expects the interlocutor(s) to understand their purposes.

Searle (1976: 12-16) classifies speech act into five categories of general function. They are: "representatives, directives, declarations, expressive, and commissive". Directive utterances are often used in conversation; it is uttered by the speaker to ask the hearer to do something. According to Schmidt & Richard, as cited by Martinez-Flor (2005: 168), directive utterances are classified into request, command, and suggestion. The main goal of directive utterance is to urge the hearer to do things,

although the drive of the attempt can be diverse from one to another.

One type of directive speech act is commands which share the same feature with imperative, both of them have the same function to ask someone to do things. Directive speech act can be performed directly and indirectly, while imperative generally expressed directly to ask command and order. Besides, Condoravdi and Lauer (2012: 38) state that imperative utterance functions more than simply as a directive. Imperative performs different functions toward each other. It functions to express requests, suggestions, advice, or to incentivize the hearer to do things for the content. Condoravdi & Laurer (2012) classified imperative functions into four groups. There are group I: directives which are consist of command, warning, request, advice, and plea, group II: wish type uses with well-wish, curse, addressee-less wish, and absent

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wish, group III: permission and invitations which consists of permission, offer, and invitation, then the last one is group IV: disinterest advice. Therefore, one function may have a different form. Although the urge of the imperative to command someone to do a thing, the form may appear without the subject or even only in the single verb. Imperative needs to be analyzed based on the speech situational context because its meaning is not always in line with the form. Holmes in Richard & Schmidt (1983) classified imperative forms into six types of imperative forms. They are the base form of verb, you + imperative, present participle form of verb, verb ellipsis, imperative + modifier, and let + first person pronoun. I use pragmatic analysis to put the foundation in language functionary to analyze imperative utterance through the context of the speech to know the meaning that the speaker delivers to the hearer.

In this research, I want to find imperative utterances in the cooking program. The show that I want to observe is *Nadiya Bakes First Season*. *Nadiya Bakes First Season* is a cooking program starring Nadiya Hussain that is available to stream on Netflix. I am interested in analyzing and choosing this program as the object of study because of several reasons. To begin with, there are various studies about

speech acts, but I rarely found analysis on imperative as the specific object of discussion in cooking programs. Moreover, *Nadiya Bakes First Season* is one of the recommended cooking programs on Netflix. Then, after I watched this program, I realized that there are many imperative utterances used by Nadiya while delivering her recipes and tips that can be analyzed based on pragmatics field of study.

There have been several studies conducted by other researchers on imperative utterances as the major topic. A related research was done by Widayanti (2016) who identified the types of commands found in songs. Another research about imperative utterance focused on pragmatic imperative forms of the Banjar language in the Floating Market and to find pragmatic forms of the Banjar language imperative forms in the Floating Market as parts of daily communication in Banjar society ((Yayuk: 2018). I find that this study is similar to those studies particularly from the first previous study which focusing on the form of imperative utterances. The differences of this this research is on the research object of imperatives in a specific situation, a cooking show. Therefore, this study is worth conducting.

Research Method

The research used descriptive qualitative method and purposive sampling, since the qualitative research is descriptive in that the researcher is interested in the process, meaning, and understanding gained through words or pictures (Creswell 1994: 145). The data of this research are all imperative utterances produced by Nadiya in the Netflix cooking show *Nadiya Bakes First Season* while delivering her recipe from episode one to eight.

In collecting the data, the methods are based on Creswell (2007: 118) that data collection is a series of activities aimed at gathering information to answer emerging

research questions. The steps are first I watched the whole episodes of *Nadiya Bakes First Season* from Netflix, transcribed the data according to the English subtitles provided in the videos, identified the utterances which contain imperative based on Holmes in Richard & Schmidt and Condoravdi & Laurer's theory.

Afterwards, data analysis is done by the following steps. The researcher classified the collected data based on its form and function, interpreted and elaborated the data through utilizing the theoretical framework, draw conclusion of the imperative utterances used in *Nadiya Bakes First Season*.

Results & Discussion

There are 310 imperative utterances found in the whole episodes of *Nadiya Bakes First Season*. To sum up the data analysis, I

categorized the result of this research briefly based on forms and functions of imperatives.

1. Imperative Forms

This sub-chapter discusses the forms of imperative found *Nadiya Bakes First Season*. Holmes in Richard & Schmidt (1983: 98-102) divided the forms of imperative in six. They are the base form of verb, you + imperative, present participle form of verb, verb ellipsis, imperative + modifier, and let + first person pronoun.

Base form of verb

I found 279 imperative utterances that have a base form of verb form that become the most frequent feature in *Nadiya Bakes First Season* among the other forms proposed by Holmes in Richard & Schmidt's theory (1983). Below is example of this imperative utterance with the base form of verb:

Context: Nadiya gives instructions on making a scone pizza with ingredients that she already has on the table. She gives instructions to add the caster sugar, baking powder, and lemon zest to the bowl which contains crumbs batter.

Nadiya: Add 45 grams of caster sugar, one teaspoon of baking powder and a zest of lemon.

The example above is classified into the base form of verb imperative marked by the word "add" as the verb base. This simple imperative is used to give instruction for viewers to add ingredients mentioned while making Blueberry Scone Pizza. Another example of the base form of verb imperative also found in the show with the word "not" as warning which is added to give a different function of imperative.

In addition, the base form of verb has the most frequently occurring imperative form in the whole data because it has the simplest form and its frequency also reflects its function. Moreover, this simple imperative form is usually explicit enough to prevent misunderstanding. Besides, Nadiya is urge to give the instruction without elongating the time duration. In other words, the realization of simple imperative form will not make the viewers confused while watching the show and they will follow the instruction delivered by Nadiya in 29 minutes of time duration per episode.

You + imperative

From the show, it is found that there are 11 you + imperative forms produced by Nadiya as the main host. The example can be seen here:

Context: Nadiya is making the 4th recipe, which is Sharing Chocolate Fondant, and she shows the viewers the first thing they need to do. It starts with Nadiya asking the viewers to butter the dish all around the center and sides. This instruction will help the bake to rise and travel up the sides.

Nadiya: You go round from the center outward and you go all up the sides.

I found two imperative utterances with you + imperative form occurs in the example above. The line produced by Nadiya "you go round from the center outward and you go all up the sides" can be categorized as form of you + imperative which is marked by the word "you + go" in the utterances with "go" as the imperative. Both of them are in the same form. In this case, this utterance happens in episode 6 at minute 05.25 with Baking on a Budget as the theme as Nadiya practicing the first step of making her Sharing Chocolate Fondant.

Holmes in Richard & Schmidt (1983: 99) states that the word "you" gives explicit direction to the object or adds emphasis to the directive. This has something to do with the viewers as the main object to follow the recipe precisely according to what Nadiya has demonstrated in the show. Though this data did occur in the show, it was not very frequent with only 11 imperative utterances. This happens because Nadiya does not have to state specific directions to the viewers as the main object to follow the recipes. In addition to that, all viewers are the general object for her to follow the instruction presented by Nadiya in the show.

Present participle form of verb

In *Nadiya Bakes First Season*, I found two imperative utterances of present participle form of the verb in the produced by Nadiya. This form is the least feature in the data. The example can be seen here:

Context: Nadiya shares her recipe for making savory pie filling by

toasting the chopped garlic and onion until they are lovely and golden to add more flavor and aroma to the filling.

Nadiya: Just toasting the garlic and then in with the onion.

The line happens at minute 26.02 on the third episode with Savory Bakes as the theme while Nadiya is making her Pink Pepper Pithivier, a pie with a savory filling. The utterance "just toasting the garlic and then in with the onion" is classified as the present participle form of the verb which is marked by V+ing to indicate the form. In the example above, the line "toasting" consists of the word "toast" as the verb and "ing" to indicate the present participle form.

This form did appear in the show, but only with two data are found from the whole episodes of *Nadiya Bakes First Season*. Holmes in Richard & Schmidt (1983: 99) mentioned that this form is frequently used by New Zealand teachers and is barely found outside the school area. This idea supports the least data of the present participle form of verb imperative are rarely found in the show. Moreover, the realization of this form is also accompanied by a rising pitch. While delivering the recipes, Nadiya will not rise her pitch because it might offend the viewers who watch the show.

Verb ellipsis

Verb ellipsis is the leaving out word form of the verb and there is 0 data appeared in the show. The example of verb ellipsis can be seen here:

Context: She demonstrates the first step of making a scone. She asks the viewer to pour the self-rising flour and unsalted butter into the bowl and mix until it becomes crumbs.

Nadiya: [Pour] 350 grams of self-rising flour, 85 grams of unsalted butter.

The utterance above happens at minute 20.12 on the first episode of Classic with a Twist as the main theme while Nadiya is sharing her Blueberry Scone Pizza recipe. This line does not contain a verb to ask viewers to do things just like the other imperative. On the other hand, what Nadiya wants her viewers to follow is completely obvious presented by the visual. She

wants her viewer to pour all ingredients mentioned into the bowl. Visualization of Nadiya pouring the ingredients to the bowl enables the viewers to understand the step-by-step process and what they need to do. Thus, imperative with 0 verb ellipsis form is found in the show because the actions that are needed to get the cake done are presented by the help of Nadiya's visualization while demonstrating her recipe.

Imperative + modifier

I find one data occurs in the show. Below is the illustration of imperative + modifier form:

Context: This line occurs when she is making sponge cake with mango coconut flakes as the toppings. In this part, Nadiya asks the viewer to add toasted coconut as one of the tips in baking because it will add some nuttiness flavor to the cake.

Nadiya: Please toast your coconut, please.

The imperative + modifier form only happens at minute 05.45 of episode 1 when Nadiya is sharing Mango Coconut Cake. The line "please toast your coconut, please" is classified into the imperative + modifier form with the word "toast" as the verb and "please" at the end of the line as the modifier. Holmes in Richard & Schmidt (1983: 101) mentioned that the word "please" seemed to function as softener following an imperative directive. This give softening effect on the line produced by Nadiya while asking her viewers to toasting the coconut flakes before adding them to the cake. The word "please" is also used by Nadiya to ask her viewers to do the additional required action, which is toasting the coconut in order to give the cake some nuttiness flavor.

According to Fracer in Richard and Schmidt (1983: 52), the word "please" communicates the relationship aspect between the speaker's belief and the hearer. The word "please" sometimes correlates with the speaker having lower status than the hearer. On the other hand, this cooking show is about Nadiya sharing her recipes with the viewers and teaching the viewers about baking. In this case, Nadiya can be considered as the one who has the higher status. This could be another reason about the imperative + modifier form tends to have the least occurrence in the cooking show.

Let + first person pronoun

In *Nadiya Bakes First Season*, I found 17 imperative utterances with let + first person pronoun form. The explanation example of this form is delivered as follows:

Context: Nadiya is starting her first recipe with a meringue mixture. She puts the egg whites into the bowl and tells the viewers to whip up the egg whites until it become stiff.

Nadiya: Now, let's whip up our egg whites till you've got stiff peaks.

The line above happens on the 7th episode of *Nadiya Bakes First Season* when she is making Raspberry Amaretti Biscuits. This imperative utterance is classified as the let + first person pronoun form based on the theory proposed by Holmes in Richard & Schmidt (1983) because it has the word "let's" which is formed by the words "let" and "us". Moreover, the word "us" indicates the first-person plural pronoun. Holmes in Richard & Schmidt (1983: 102) mentioned that the use of first-person pronoun would seem to suggest solidarity in the informal context of which the utterance is being signaled. Nadiya produced this utterance for her viewers to do the same things as she has demonstrated in the show. Besides, this form gives the closeness effect from Nadiya as the main host for the viewers who watch the show. It tends to town down the request Nadiya wants for her viewers to follow.

2. Imperative Functions

Imperative functions, according to Condoravdi & Laurer (2012), are classified into four groups. There are group I: directives which consists of command, warning, request, advice, and plea. Group II: wish type uses consists of well-wish, curse, addressee-less wish, and absent wish. Group III: permission and invitations which consists of permission, offer, and invitation. Then, the last one is group IV: disinterest advice.

Group I: directives

This group encompasses the uses of imperatives that are intended to get the hearer to do things or refrain from doing things. Nadiya uttered 305 imperative utterances in

total which its functions are classified into Group I: directives. 305 data will be divided and explained in details as follow:

Command

Command works to give someone an order and tell them what to do. There are 234 data found in the show. This command function appeared to become the most frequent feature in *Nadiya Bakes First Season*. Here is the example of the command function uttered by Nadiya:

Context: At the first step of making King Cake, Nadiya is adding the base ingredients to the bowl to make the cake dough

Nadiya: Add seven grams of yeast to 600 grams of strong bread flour and seven grams of salt.

The line on the example above happens at minute 20.27 when Nadiya is making King Cake. This line occurs to give instruction for the viewers to do and follow the step-by-step in baking. This is a simple command that we can find in daily life. The real purpose of the command is to expect the listener to do something. By affecting from this factor, they dominantly occupied by Nadiya while delivering recipes throughout the season. Besides, the command is highly produced in the show because it is more effective and easier to understand by the viewers. The aim or function is directly expressed from her utterance.

Warning

This function of imperative makes someone realize a possible danger or problem in the future. There are 12 data found in *Nadiya Bakes First Season* that belong to the warning category. Here is the example of a warning produced by Nadiya:

Context: Nadiya is making seekh kebab with silky batter to hold the kebabs and bake it into the oven for 20 minutes.

Nadiya: Whatever you do, don't be tempted to look inside cause we want it to rise and come up, and we don't want it to go flat.

On Classic with a Twist episode, Nadiya is sharing the Kebab Toad in The Hole. This line happens at minute 08.13 when Nadiya

warns her viewers to not open the oven for 20 minutes. The example above shows that Nadiya as the speaker commits the hearers to do something. Nadiya's utterance is in imperative construction and it is classified as a warning function. This function happens to make the hearers realize the possible problem, especially for the future action if they don't follow as what the speaker wants. Nadiya uttered this type of imperative to prevent the hearers to get flat Seekh Kebab.

Request

Request is when the speaker asks the hearer to do something in a politer way. This also allows the possibility of refusal from the hearer. Besides, the realization of the request imperative will bring some beneficial results for the hearer. There are 42 imperative utterances produced by Nadiya. Here is one example of request imperative found in *Nadiya Bakes First Season*:

Context: Nadiya is making pull-apart bread and the folded layers of the loaf look pretty with the filling inside. She wants her viewers to look at the beautiful layers of the loaf.

Nadiya: Look at those layers that we folded.

The example above happens at minutes 16.01 when she is making Pepperoni Pull Apart on the 3rd episode. The line above shows that Nadiya, as the main host of the show, requests her viewers to look at the layers of the bread. This line has the possibility of refusal from her viewers, but if the viewers do the request, they will get the benefits. In this case, the viewers are able to know and recognize the best layer of pull-apart bread. The request imperatives are highly appearing in this show with 42 imperative utterances.

Advice

Advice happens when someone tells you about what you should do in a particular situation, in a way that makes you pay more attention to it. Besides, the hearer is expected to do some appropriate actions. There are 16 imperative utterances found in the show. Here, I provide an example from advice imperative found in *Nadiya Bakes First Season*:

Context: After frying the chicken donut, she tried to make the savory dust stick to the donut by sprinkling it when the donut is still hot.

Nadiya: To make sure it sticks, sprinkle it over while they're still hot.

The line "sprinkle it over while they're still hot" happens when she explores cake recipes in the 7th episode of *Biscuits and Bites*. She uttered the line above during her process of making Chicken Doughnuts. The mixed savory dust should stick to the donut, so it will add a savory taste. Here, she gives her advice to her viewers and expects them to do the advice she told to get the best result in baking.

The occurrence of advice in group I: directive happens when Nadiya wants her viewers to pay more attention to the instruction and not to fail the bake. 16 advice imperatives are found in the show indicates that she only utters it when she needs some appropriate actions to be taken by her viewers.

Plea

This type of imperative works to ask someone to do things with greater strength in a way that the hearer should do them to get some beneficial results. Plea is also considered as a strong request for someone to do something. I only found one data in the whole season that can be classified as plea imperative. Below is the example of a plea found in *Nadiya Bakes First Season* produced by Nadiya:

Context: This line occurs when she is making sponge cake with mango coconut flakes as the toppings. In this part, Nadiya asks the viewer to add toasted coconut as one of the tips in baking because it will add some nuttiness flavor to the cake

Nadiya: Please toast your coconut, please.

The example above indicates that Nadiya wants her viewer to do something with a greater degree of strength than simply just request. The line "please toast your coconut, please" happens at minute 05.45 when she shares her Mango Coconut Cake on the first episode. She pleaded the viewers to toast the coconut flakes before sprinkling them on the

cake. The realization of this imperative uttered by Nadya will bring a beneficial result to the viewers. In this case, the toasted coconut will add some nuttiness flavor into the cake and make the cake to be more authentic. Therefore, it is proof that Nadiya gives the instruction to the viewers in a greater degree of strength, and this utterance belongs to the plea imperative.

Group II: wish-type uses

There are no imperative utterances that are classified into the function of Group II: wish-type uses. This group can merely express the speaker's wishes, such as well-wish, curse, addressee-less wish, and absent wish. Condoravdi and Laurer (2012) mentioned that this group has the characteristic that they do not get the hearer to act, so there is no expectation on the realization of the imperative from the hearer. Meanwhile, the cooking show aims to get the viewers to do and follow the instructions given throughout the show. Then, the realization of content from the viewers is needed.

Group III: permissions and invitations

This group encompasses the functions of imperatives such as permission, offer, and invitation. There are five imperative utterances belong to this group. The five data of imperative utterances will be explained in detail as follow:

Permission

Permission happens where the hearer is allowed to do something. There are four imperative utterances that belong to this function. Below is the example of permission found in *Nadiya Bakes First Season* produced by Nadiya:

Context: This line occurs when Nadiya is making a savory donut and demonstrating the process. She let her viewers do the rest of the donuts according to what she had explained before.

Nadiya: Now, repeat the whole process with the rest of the donuts.

This line occurs at minute 15.49 when she explores Biscuits and Bites. She is making Chicken Doughnuts on the 7th episode. She has

practiced the step-by-step of making donuts and she lets her viewers do the rest of the dough.

This line is considered as permission imperative because Nadiya, as the speaker, allows her viewers to do the act. Permission are the most frequently type in Group III: permissions and invitations. This function highly appears on the show when Nadiya is done with the last step and she wants her viewers to finish off the whole dough just like she practiced. Permission is given when Nadiya has high trust in her viewers to follow the recipes and she does not mind if something happens.

Offer

Offer is the other function that belongs Group III: permissions and invitations. There is one data found in the show produced by Nadiya while exploring cakes. Here is the example of the offer:

Context: This line occurs when Nadiya is showing the classic cupcakes for the viewers to know the layers of it.

Nadiya: Have a look.

The aim of the offer is to ask someone if they would like the hearer to do something. The line "have a look" happens at minute 21.39 when Nadiya is practicing her classic biscuits in the episode of Classic with a Twist.

This function encompasses uses that do not really express that the speaker wants something to happen, but rather communicate. I only found data that is considered an offer because this type of function is not highly employed by Nadiya while she is practicing the recipes.

Invitation

Invitation happens when someone is asked to go to an event or someone is formally requested to do something. While she is practicing the recipe, there is no invitation function that can be obtained from Nadiya. This mainly happens because Nadiya only practices recipes for the cooking show.

Group IV: disinterest advice

Group IV: disinterest advice is used when the speaker has no personal interest in the hearer fulfilling the goal of the imperative and hence realizing the content. There is no disinterest advice of imperative function uttered by Nadiya throughout the season while she is delivering the recipes. When Nadiya is exploring her recipe, she clearly has personal interest in the fulfillment of the content of the imperative she uttered. Disinterest advice is often found when someone asks the way to get

to some specific places, with the context that the speaker does not mind something not happening. Disinterest advice commits the speaker to knowingly providing an answer to a practical question of the hearer. Meanwhile, in this cooking show, Nadiya is expecting the realization of an imperative from her viewers in order to get the baking done with tips and tricks that have been practiced before. Thus, zero disinterest advice is given by Nadiya throughout the show of *Nadiya Bakes First Season*.

Discussion

The result of imperative forms in *Nadiya Bakes First Season* demonstrates that the total data are 310 data classified into 279 base forms of verb, 11 you + imperative, 2 present participle forms of verb, 1 imperative + modifier, and 17 let + first-person pronouns. The base form of verb mostly appeared in *Nadiya Bakes First Season* because it has the simplest form and its frequency also reflects its function which is usually explicit enough to prevent misunderstanding. Meanwhile, I found 0 verb ellipsis in *Nadiya Bakes First Season* because the imperative is presented by the visualization of Nadiya while practicing the recipe.

Based on analysis on imperative functions according to Condoravdi and Laurer (2012), it is shown by the finding that out of 310

data, 306 data belong to group I: directives with 234 commands, 12 warnings, 42 requests, 16 advices, and 1 plea, and 5 data belong to group III: permissions and invitations, with 4 permissions, 1 offer, and 0 invitation. I discovered that 0 data belongs to group II: wish-type function and 0 data belongs to group IV: disinterest advice. Command function dominates in this show due to the effectiveness of the function which is directly expressed from utterances produced by Nadiya. On the other side, group IV: disinterest advice and group II: wish-type uses have the least occurrence because these functions do not have the expectation of the realization of imperative from the hearer, while the cooking show aims to get the viewers to do and follow the instructions given by Nadiya.

Conclusion

After analyzing the data based on imperative forms and imperative functions, I conclude that imperative form and function which are highly applied by Nadiya reflect on their usage. The use of the simplest form of base verb is selected because it is easy to understand. Further, command as the most featured in the

imperative function is used to directly expressed the instruction to the viewers. Thus, the imperative utterances found in *Nadiya Bakes First Season* has the simple purpose which is to help the viewers get the instruction of each recipe without getting confused.

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